

# Regular Meeting

<b>Agenda Item #</b>	11
<b>Meeting Date</b>	10 May 2004
<b>Prepared By</b>	Ivy Thompson, Community Development Specialist
<b>Approved By</b>	Richard M. Finn City Manager

<b>Discussion Item</b>	Resolution approving Community Advisory Committee's Community Outreach Plan
<b>Background</b>	<p>The Citizen Advisory Committee (CAC), at the request of the Council, has developed an Outreach Plan for use this funding cycle. The plan, presented before the Council at its May 3<sup>rd</sup> worksession, was developed by the CAC to encourage more citizen participation on the Committee and greater participation in the RFP process by Community Development block Grant (CDBG) eligible entities. If approved by the Council, the plan would be implemented this funding cycle.</p> <p>As noted in the accompanying plan, CDBG eligible service projects would be solicited beginning in June with proposals due in late August. Proposals would be reviewed and applicants interviewed by the CAC in September and October. The recommendations of the CAC would be presented for Council consideration and action in November 2004. Funds become available in January 2006.</p>
<b>Policy</b>	To provide associations and organizations with appropriate resources to address the needs of Takoma Park's low and moderate income households.
<b>Fiscal Impact</b>	The City's annual CDBG allocation from Montgomery County is estimated to be \$167,000. The actual amount may vary depending upon funds received by the County. Of this amount, 15% (\$25,050) is earmarked for service projects which would be reviewed by the CAC. The balance, as in the past two funding cycles, would be used for city initiated projects in CDBG eligible areas.
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Outreach Plan</li> <li>2. CDBG Annual Proposal Schedule</li> <li>3. Outreach Plan Resolution</li> </ol>
<b>Recommendation</b>	Approve the accompanying resolution adopting the proposed CAC Outreach Plan.
<b>Special Consideration</b>	Request For Proposals are available for PY31 beginning June 1, 2004. The deadline for submission is 5 P.M., Monday, August 30, 2004.



# **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) COMMUNITY ADVISORY COMMITTEE OUTREACH PLAN**

MAY 2004

## **ENTITY**

The Community Development Block Grant Community Advisory Committee in partnership with the Grants Management Division of the City of Takoma Park's Department of Housing & Community Development

## **BACKGROUND**

The Community Advisory Committee, an open City committee, reviews proposals for the use of CDBG funds each year and presents recommendations to City Council for funding consideration and action. The primary mission of the CAC is to promote and facilitate the building of a socially, environmentally, and economically healthy communities among the low to moderate-income residents of Takoma Park. The Community Advisory Committee desires to increase the number of CDBG proposals that are received annually and to increase community participation on the committee from all Wards.

## **OUTREACH GOALS**

- To enable community organizations, businesses and nonprofits to successfully navigate their way through City's CDBG proposal process.
- To provide effective knowledge about the City's CDBG program and application process.
- To gain input from low income, elderly, disabled, ethnic minorities and other traditionally under-served populations regarding the City's CDBG program.
- To increase participant awareness of the CDBG program.

## OUTREACH PLAN

Purposes to increase public awareness of the Community Development Block Grant program available to Takoma Park community organizations, businesses and non-profits and increase public participation the CDBG Community Advisory Committee.

The Department of Housing and Community Development, along with the CDBG Community Advisory Committee, has developed five primary outreach goals and various activities that have either already been accomplished, are currently underway, or are projected for implementation in the near future. They are as follows:

### **GOAL #1: Develop and implement a media and public relations campaign for the CDBG process.**

Activities:

- Ensure Website contains current information (add summaries and pictures of existing or completed projects).
- Prepare Annual Report about CDBG activities during the year to disseminate to local agencies, partners and general public.
- Develop PR package that includes: City Background & statistics, Newsletter insert, community center brochure, newspaper clippings.
- Create Map of where CDBG funded projects are located.
- Write and submit newspaper articles/op-eds on CDBG funds used in Takoma Park for publication in the Takoma Voice and the City newsletter.
- Pitch articles to Gazette about CDBG funded projects.
- Public Service Announcements

### **GOAL #2: Establish a strategy to support ongoing Community Outreach Activities.**

Activities:

- Update and expand the mailing list of organizations to receive CDBG grant information to ensure that information will reach the diversity of ethnic, religious, and civic organizations in the City.
- Resident Leadership Development Program - Impact Silver Spring (ISS)
- Send a letter from the CAC to inform organizations to generate ideas for CDBG grant proposals.
- Ensure that CDBG information and program materials are available to non-English speakers.
- Involve other City staff and departments in generating ideas for suitable CDBG grant projects.
- Send CDBG grant announcements to Takoma Park list-serves.

**GOAL #3: Enhance community education efforts to better inform (Takoma Park) organizations about CDBG and the Community Advisory Committee.**

Activities:

- Participate in local community forums, fairs, events to inform public and receive feedback about problems and opportunities for the use of CDBG funds.
- Cable Snapshots / Cable Talk Show
- Ensure information is placed in newsletter.
- Establish Neighborhood Liaisons (The liaisons, committee members, have the ability to establish strong relationships with community leaders and residents alike. This allows community sentiment to be a strengthened and integral part of consideration when CDBG recommendations are made.)

**GOAL #4: Enhance CAC understanding of community views, concerns and priorities.**

Activities:

- Participate in local community forums to inform public and receive feedback about problems and opportunities for the use of CDBG funds.
- Utilize survey results from the City Manager Selection Committee process, and feedback from forums, hearings and other meetings on community issues.
- Monitor articles in City newsletter.

**GOAL #5: Ensure CAC members have a working knowledge of the City's CDBG programs and services.**

Activities:

- Strengthen staff training efforts.
- Communicate new program information, changes, and policy/procedure updates to agency staff.

**CDBG Proposal Schedule**

Action	Month									
	March	April	May	June	July	August	September	October	November	December
CAC initial meeting to discuss recruitment & priorities										
Update City Website										
CAC meets with council to discuss PY 31 (2006) priorities										
Mailing to community groups - letter from Chair										
Outreach to community groups - attend community meetings										
Newspaper ads, announcements & articles re: CDBG										
Public Hearing for Project Year 31 allocation										
Call for proposals										
Second mailing to community groups - flier										
Technical assistance for proposals										
Third mailing to community groups - flier										
Proposal deadline										
Staff proposal review & copy										
Staff mail proposals to CAC members										
CAC proposal review										
Proposal presentations										
Selection of proposals										
Council presentation										
Council vote										
Selection notification										
Final Proposals due to Montgomery County										

CDBG Proposal Schedule for 2004	
ACTION	TIMELINE
CAC initial meeting to discuss recruitment & priorities	March 1st - April 30th
Update City Website	March 1st - May 1st
CAC meets with council to discuss PY 31 (2006) priorities	May 3rd
Mailing to community groups - letter from Chair	May 18th - 22nd
Outreach to community groups - attend community meetings	May 18th - August 30th
Newspaper ads, announcements & articles re: CDBG	May 24th - August 30th
Call for proposals	Begins June 1st
Public Hearing for Project Year 31 allocation	June 7th
Second mailing to community groups - flier	by June 30th
Technical assistance for proposals	June 1st - August 30th
Third mailing to community groups - flier	by July 30th
Proposal deadline	August 30th, COB, 5 p.m.
Staff proposal review & copy	August 30th - September 2nd
Staff mail proposals to CAC members	September 3rd
CAC proposal review	September 7th - 25th
Proposal presentations	September 27th - October 8th
Selection of proposals	October 11th - 15th
Council presentation	October 18th
Council vote	October 25th
Selection notification	November
Final Proposals due to Montgomery County	November

Introduced by:

RESOLUTION 2004-

**Adopting the Community Development Block Grant (CDBG)  
Community Advisory Committee (CAC) Outreach Plan**

**WHEREAS,** the City anticipates receiving Federal Community Development Block Grant (CDBG) funds as a passthrough from Montgomery County; and

**WHEREAS,** the Community Advisory Committee (CAC), an open City committee composed of community representatives, reviews proposals for the use of CDBG funds each year and presents recommendations to City Council for funding consideration and action; and

**WHEREAS,** the primary mission of the CAC is to promote and facilitate the building of socially, environmentally, and economically healthy communities among the low income residents of Takoma Park; and

**WHEREAS,** the CAC strives to increase public awareness of CDBG program available to Takoma Park community organizations, businesses and non-profits; and

**WHEREAS,** the CAC purposes to increase the number of CDBG proposals that are received annually; and

**WHEREAS,** the CAC purposes to increase public participation the CDBG Community Advisory Committee from all Wards; and

**WHEREAS,** the Department of Housing and Community Development, along with the CDBG Community Advisory Committee, has developed five primary outreach goals and corresponding activities that have either already been accomplished, are currently underway, or are projected for implementation in the near future.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF TAKOMA PARK, MARYLAND** that the following Outreach Plan is hereby adopted and that City staff is hereby authorized begin implementation immediately.

Adopted this 10<sup>th</sup> day of May 2004

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Catherine Waters, CMC